

## **Strategic Planning Committee Meeting Minutes, Fall 2014**

### *Strategic Planning Committee Charge*

To evaluate existing Society programs and organization; to research new programs; to recommend constitutional revisions to the Board; to facilitate, upon Board approval, the implementation of committee recommendations.

### *Committee Foci*

- Review proposed changes to the Society Constitution and Bylaws as they are submitted.
- Evaluate usability of online resources for Sponsors, Board members, and chapter leaders and make recommendations.
- Review the recommendations of the strands of the Membership Development Committee, especially, but not limited to, the Virtual Chapter Strand.
- Discuss and develop plans for responding to changes in the field of English studies, including but not limited to its positioning in the academy.
- In conjunction with the Executive Committee, continue development of a long-range financial plan for the achievement of Society objectives.
- Review and update the Strategic Plan, following the schedule for biennial review.

### *New Business*

- **Constitution Revision:** Two constitutional changes, from the executive board, were shared and discussed. The changes will be distributed in the near future and delegates will be given 90 days to vote on the changes.
- **Societal Policies:** The committee echoed the executive committee's recommendation for a review and consolidation of the societal policies.
- **Strategic Plan Revisions & Maintenance:** The committee deliberated on the timeline and responsibilities for minor and major revisions. To that end, the strategic planning committee recommends the continued biennial review for minor revisions to the strategic plan, with major revisions taking place every six years via a structured strategic planning retreat with voting board members and selected staff. The retreat would focus on an in-depth review of who we are, what we do, and where we want to go with the organization. Topics will include the integration of goals and objectives across the constitution, strategic plan, committee charges and foci; region, board and committee structure; composition of central staff; position of executive director (with special attention on the succession plan); membership categories; current and future technology needs; and the mission and vision of the society for the next six years.
  - Motion to the Board– To schedule for the day preceding the planned fall board meeting 2015 in Minneapolis a one-day strategic planning retreat open to voting board members and selected staff.
  - The board approved the motion unanimously.

### *Online Discussion Agenda*

(October through February – Expect another email introducing the topics in late September or early October)

- Review all the major documents of the society: constitution, mission and vision, societal policies, strategic plan, and committee charges and foci
- Develop a working outline of structured dialogue/committee work for the fall 2015 board retreat

### *Spring Committee Agenda*

- Discuss results of delegate votes on the constitution
- Evaluate usability of online resources and review the recommendations of the strands of the Membership Development Committee, especially, but not limited to, the Virtual Chapter Strand.
- Debate and propose a working outline of structured dialogue/committee work for the fall 2015 board retreat. Issues should include:
  - Advocacy, Education, Presence, Resources
  - Integration of Mission, Vision, Goals, Societal Documents
  - Membership Categories, Strands, & Recruitment
  - Region, Board, Committee Structure
  - Central Staff Composition & Executive Director Succession
  - Current & Future Technology
  - Advertising, Marketing, Merchandising
  - Societal Communication, Editing, Publications
  - Awards, Grants, Scholarships, Internships, Stipends & Other Philanthropy
  - Service, Partnerships, Outreach, Collaboration with SKD/NEHS
  - Convention, Revenue & Expense Streams, Fiscal Responsibility
  - Miscellaneous Issues